



# Fostering Sustainability in Small and Medium-sized Enterprises

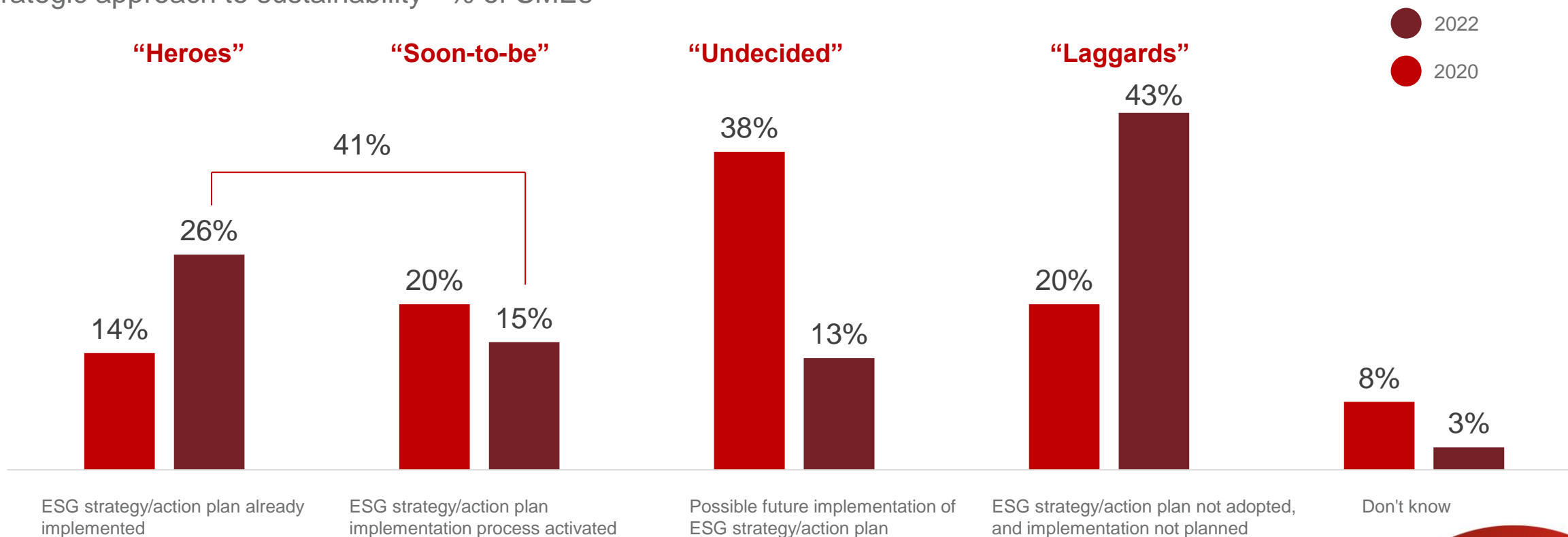
Generali SME EnterPRIZE  
WHITE PAPER 2<sup>nd</sup> edition

Prof. Gianmario Verona  
Rector of Bocconi University

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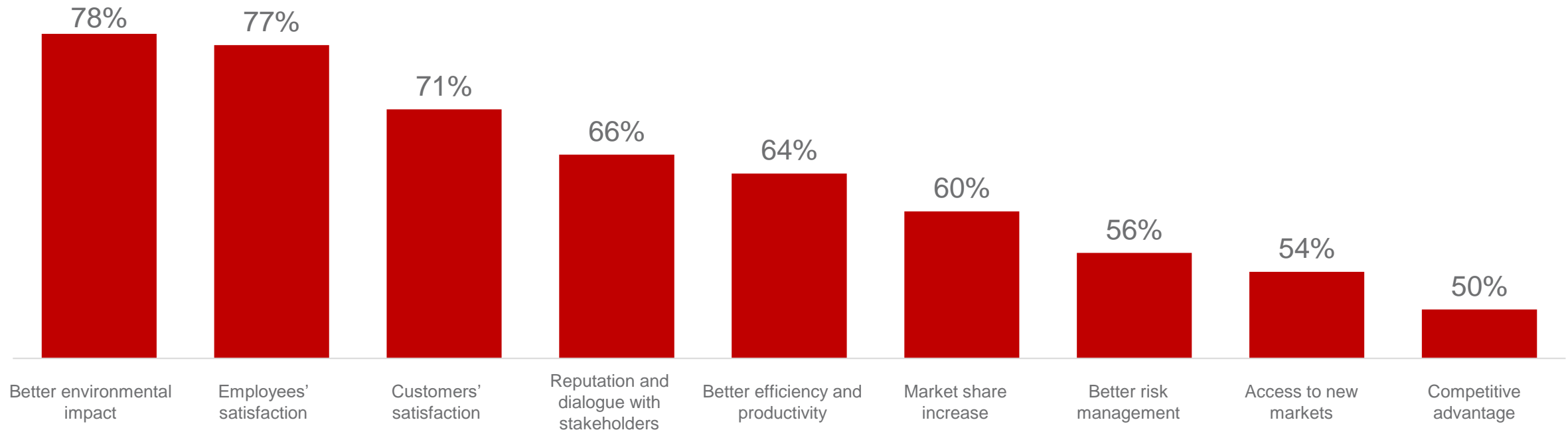
**SMEs strategic approach to sustainability: we observe a growing polarisation. In the last 2 years SMEs that adopted an ESG approach almost doubled. But, also more than doubled the number of SMEs that declare not to be interested in any ESG strategy or plan**

Strategic approach to sustainability - % of SMEs



**The ESG “business case” is clear: SMEs that adopted a ESG approach exploited benefits in all the domains, especially in terms of environmental impact, employee and customer satisfaction, reputation, efficiency and productivity, market share, access to new markets**

Benefits from adopting a ESG approach - Very positive + positive



## Four main action drivers (enhance, support, explain, convince) can sustain, consolidate, and develop SMEs' just sustainability transition

### SME's strategic approach to sustainability

### Action drivers

### Recommendations and examples

<p>26%</p> <p><b>ESG strategy already implemented (“Heroes”)</b></p>	<p><b>Enhance</b></p>	<p><b>Provide positive rewards</b> and deploy mechanisms to recognise the initiatives adopted, including in terms of regulatory simplification or access to public tenders, and the development of frameworks specifically dedicated to SMEs</p>
<p>15%</p> <p><b>ESG strategy in the process of being implemented (“Soon-to-be”)</b></p>	<p><b>Support</b></p>	<p><b>Alleviate the barriers</b> that make a sustainability approach difficult (e.g. excessive bureaucracy, a complex regulatory framework) while providing incentives for the development of initiatives and simplifying the access to financial resources</p>
<p>13%</p> <p><b>ESG strategy may be considered in the future (“Undecided”)</b></p>	<p><b>Explain</b></p>	<p><b>Explain the benefits</b> of the transition and the risks of not adhering to this epochal transformation. The business case can provide evidence to demonstrate the benefits concretely achieved by companies that embraced this approach</p>
<p>43%</p> <p><b>ESG strategy not adopted and not considered for future (“Laggards”)</b></p>	<p><b>Convince</b></p>	<p><b>Develop combined initiatives</b> aimed at explaining the benefits of the sustainable transition (and the risks of not adhering), in addition to concrete initiatives aimed at eliminating the main barriers</p>